

Colors

In an effort to stand apart from the 'corporate' tones used in many competitor brands, the DebtBook color palette starts with the standard corporate colors and expands on them. Introducing tints and shades to the primary color palette to add additional variety and flexibility. There is also a warm, off-white that is used prominently to reduce the glaring contrast found when using white and black together, adding more organic and natural color throughout the brand.

Cool Tones

Prussian Blue

#0B3557

Carolina Blue

#2FA1D8

Stately Slate

#6459C4

Sea Green

#28A49E

Cadet Blue

#A6AEBC

White

#FFFFFF

Warm Tones

Coral

#FF8A5B

Sunglow

#FCCB2E

Floral White

#8C51AD